

**CASUAL LEASING
AND BRANDING OPPORTUNITIES
AT
HIGHPOINT
2016**



HIGHPOINT

by The GPT Group

INTRO TO HIGHPOINT

Highpoint Shopping Centre is one of Australia's largest super regional shopping centres, strategically located north-west of Melbourne and only 8km from the CBD. Highpoint Shopping Centre's expansive geographic draw sees it command one of the largest trade areas in Australia estimated at over 1.2 million people.¹

The north-west of Melbourne, where Highpoint Shopping Centre is located is a highly dynamic region which has undergone an extensive transformation over the past decade, and is touted as one of Australia's growth hotspots.² With a diverse customer base, Highpoint Shopping Centre attracts customers from nearby suburbs such as Essendon, Moonee Ponds, Flemington, Kensington and Yarraville, plus suburbs further afield such as Caroline Springs, Sunbury and Werribee.

The typical Highpoint Shopping Centre customer is female, Australian born, 38 years old, living in a family household, is the main grocery shopper and is employed.

Featuring major retailers such as David Jones, Myer, Target, Big W, Woolworths and Hoyts, Highpoint Shopping Centre currently comprises approximately 500 specialty tenancies over three levels.

With a recently completed \$300 million dollar expansion commencing in 2010 and opening in 2013, Highpoint Shopping Centre is home to the West's first David Jones, plus international brands such as Topshop, Zara, Zara Home, Chanel Fragrance & Beauty and Dior Perfumes Beauty Boutique plus Premium Australian Stores such as Sass and Bide, Calibre and Mecca.

With a strong focus on fashion and lifestyle, complimented by a large fresh food precinct, Highpoint Shopping Centre's annual traffic is in excess of 16.5 million and with over 7000 car parks, many serviced by car park assist to ensure convenience and ease, Highpoint is one of Australia's premier shopping destinations.

¹ Location IQ, Trade Area Analysis, July 2014.

² KPMG Property and Demographic Advisory; Based on Australian bureau of Statistics data, September 2010.



CASUAL LEASING

Highpoint Shopping Centre has 21 casual leasing sites that provide clients with the opportunity to reach our customer's through their position within the mall. Each site is located in a variety of precincts over levels 2 and 3, with each site having access to power. Casual leasing periods can range from weekly through to 6-12 month bookings. All dimensions and prices are provided in the table on the following page.

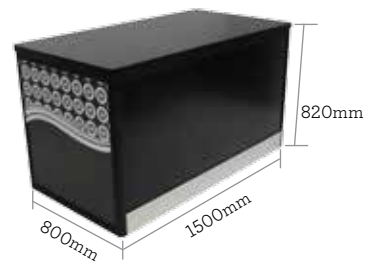
Highpoint Shopping Centre can provide casual leasing furniture to those clients who require merchandising and display assistance. All tenants utilising the Highpoint Shopping Centre furniture must attach professionally printed signage which fits the dimensions of the furniture.

At Highpoint Shopping Centre, exceptional presentation standards are expected from all tenants within the centre, therefore it is a requirement that all casual leasing tenants provide images of their display and set up prior to bookings being confirmed. This ensures centre guidelines and presentation standards are upheld, and all set ups for casual leasing are seamless.

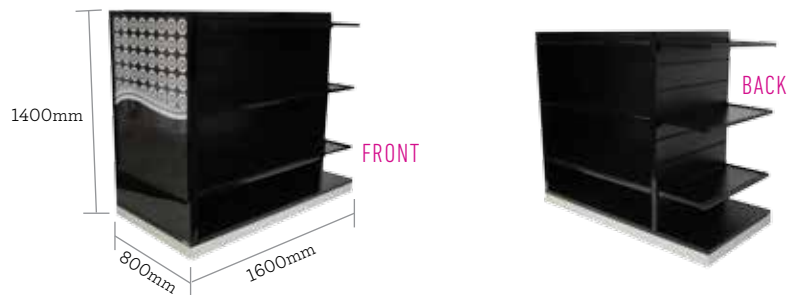
Highpoint Shopping Centre also requires all tenants within the Centre provide proof of their public liability insurance, which must cover you at Highpoint Shopping Centre to the value of \$20 million.



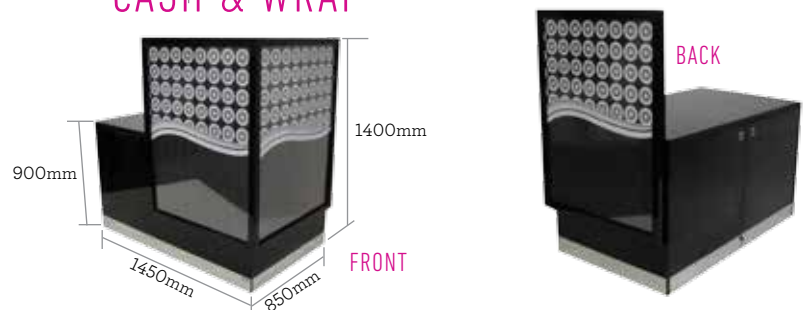
LARGE TABLE



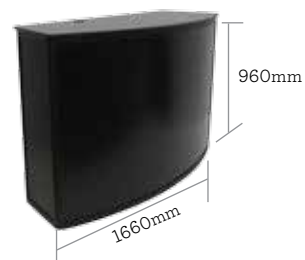
SHELVES



CASH & WRAP



INFORMATION COUNTER

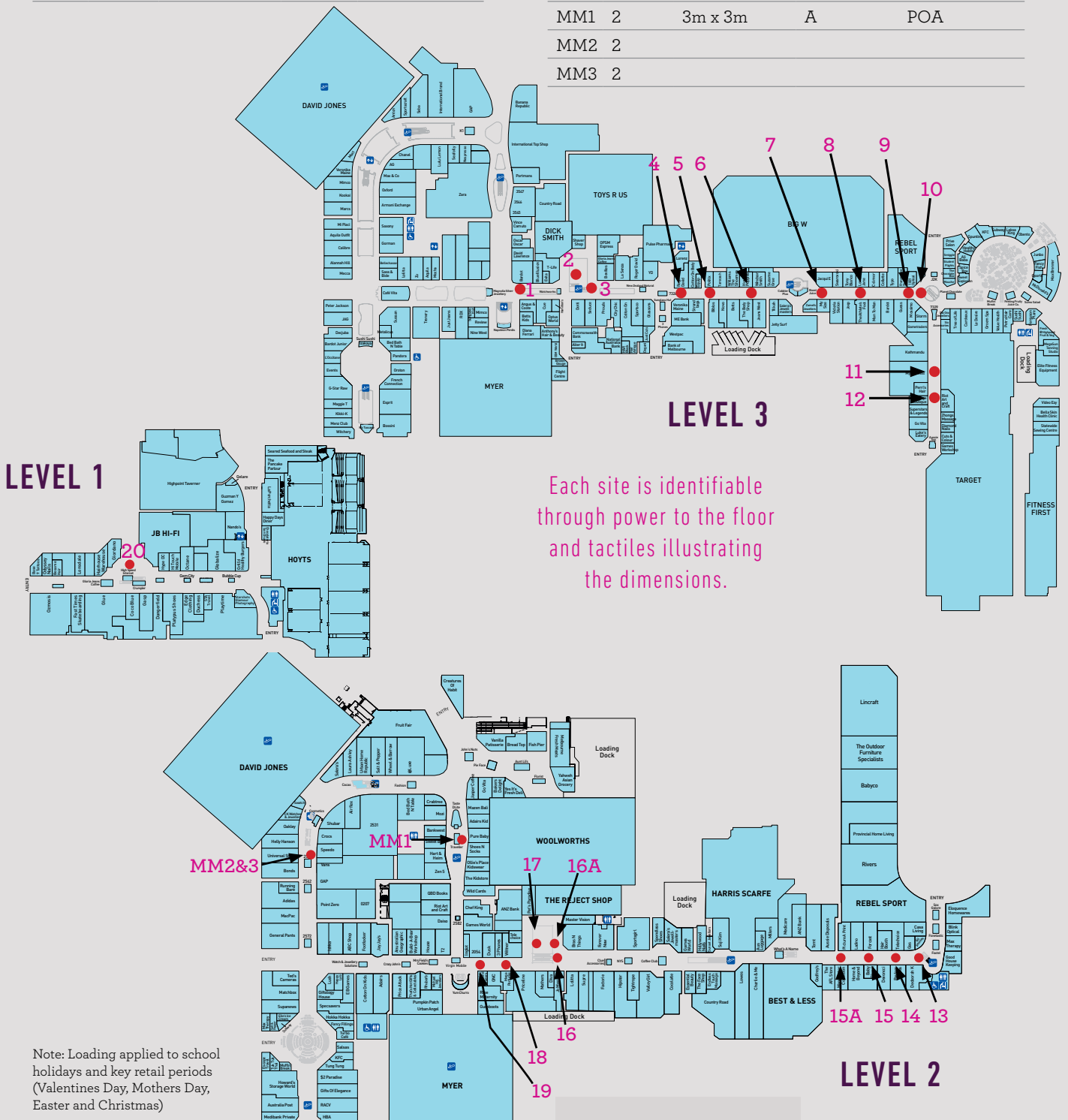


SITE INFORMATION

All rates are per week + GST

SITE	LEVEL	DIMENSIONS	GRADING	FROM
1	3	2.5m x 3m	A+	\$3300 + GST
2	3	4m x 2m	B	\$2200 + GST
3	3	3m x 2m	A	\$3000 + GST
4	3	3m x 3m	A	\$3000 + GST
5	3	3m x 3m	A	\$3000 + GST
6	3	3m x 3m	A	\$3000 + GST
7	3	3m x 3m	A	\$3000 + GST
8	3	3m x 3m	A	\$3000 + GST
9	3	3m x 3m	A	\$3000 + GST
10	3	5m x 2.5m	A	\$3000 + GST
11	3	2.5m x 3m	C	\$1500 + GST

SITE	LEVEL	DIMENSIONS	GRADING	FROM
12	3	2.5m x 3m	C	Community
13	2	2.5m x 3m	B	\$2200 + GST
14	2	2.5m x 4m	B	\$2200 + GST
15	2	2.5m x 5m	B	\$2200 + GST
15A	2	2.5m x 3m	B	\$2200 + GST
16	2	3m x 2m	B	\$2200 + GST
16A	2	4m x 2m	B	\$2200 + GST
17	2	4m x 2m	B	\$2200 + GST
18	2	2.5m x 3m	A	\$3000 + GST
19	2	2.5m x 3m	A	\$3000 + GST
20	1	8m x 8m	Centre Crt	POA
MM1	2	3m x 3m	A	POA
MM2	2			
MM3	2			



Each site is identifiable through power to the floor and tactiles illustrating the dimensions.

Note: Loading applied to school holidays and key retail periods (Valentines Day, Mothers Day, Easter and Christmas)

BRANDING OPPORTUNITIES

HIGHPOINT SHOPPING CENTRE OFFERS NUMEROUS BRANDING OPPORTUNITIES INCLUDING BOTH EXTERNAL AND INTERNAL SIGNAGE.



LARGE FORMAT BANNERS

Hanging Banners located within our high profile voids, offer brands the chance to reach customers through large format advertising. Both retailers within Highpoint Shopping Centre and external brands have utilised the large format hanging banners to communicate their presence within the centre or targeted offerings to our customers.

FLOOR DECALS

Decals are a cost effective tool to communicate your location, current offer or specific event to customers. Located on the floor of Highpoint Shopping Centre, they can be utilised to increase awareness and drive traffic to your store.

FOOD COURT ADVERTISING

Food court advertising with table top signage is a great way to introduce your brand, location or particular offer at Highpoint Shopping Centre. With two large food courts, located on level 2 and 3, comprising over 1000 seats, table top signage is a low cost option to promote your brand within Highpoint Shopping Centre.

EXTERNAL BILLBOARDS

Located on the perimeter of Highpoint Shopping Centre our external billboards offer the opportunity to announce your brand to Highpoint customers.

CENTRE COURT BRAND EXPERIENCE ACTIVATIONS

The Centre Court at Highpoint Shopping Centre features a large, fully functioning stage, green room and 8m x 8m floor space and is an ideal area to launch your product, interact with customers and offer hands on trials. With a void above the Centre Court, this is the only space within Highpoint Shopping Centre where all three levels connect, plus there is plenty of surrounding space within the Centre for customers to watch from afar, or for those keen to be part of the action down on Level 1. With signage opportunities surrounding the stage, the Centre Court has been home to a plethora of exciting and innovative activations.

ROAMING PROMOTIONS

For those brands wanting to offer customers vouchers or product samples without the commitment to a full week's lease, roaming promotions are an ideal way to approach customers without being intrusive or invasive. Requiring no furniture or merchandising displays, we request that your staff are uniformed or dressed appropriately to ensure they are identifiable to customers. Both retailers and brands external to Highpoint Shopping Centre have utilised roaming promotions, as it is an effective method to interact and offer promotions to our customers.

CONTACT DETAILS

FOR FURTHER INFORMATION REGARDING CASUAL LEASING AT HIGHPOINT OR TO MAKE A BOOKING, PLEASE CONTACT CAITLIN CICERKOVSKI.

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